PLEASE NOTE THAT THIS MAGAZINE MAY BE KEPT

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Canadian Moving Picture Digest

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STORED IN MICROFILM

Looking Backward—To Look Forward

I AM writing this from Atlantic City, looking out at the sea, and listening to that musical sound of waves breaking, as they reach the sea-shore.

This is the Malborough-Blenheim Hotel, where I spent my honeymoon, in the long, long ago, all of which years are now gathered up in what we call, The Past.

However, when we continue to do, that which we did in, The Past, perhaps, with some omissions, or additions, remaining active in the same business, the number of years do not impress us in the same manner, as they do, those who have broken their activities in different ventures.

I often think of our business back to its Past, and how little the changes have affected the continuity of its operation, despite the introduction of longer features, prologue presentations, repertoire companies, with players, who, talked behind the screen, synchronized music, the introduction of Talking Pictures, the exit of piano-players and orchestras from our theatres, the general exit of vaudeville, combined with pictures, the introduction of give-aways, the expansion of confections, the technical advances made by the camera, projection and screen, the introduction of color, the formation of producer-distributor and exhibitor, combinations, the decline of Road-show pictures, and their revival, the Separation Decree, the Depression periods and the periods of opulence, the battles between exhibitors and of exhibitors and distributors. The unfair Taxation, the expansion and introduction of Censorship, the quota and other foreign legislative restrictions, the frozen currencies, etc.

I have lived through all of these, plus the gnashing of teeth when Radio reared its competitive head, and into the near-present, where Television walks right into your home, and cheerily announces, "I am not the man who has come to dinner, brother, I am It, a permanent guest, you work with me, or I'll work you, it's a free world."

That "free stuff" is the grand illusion, as I explained some weeks ago, in, How Free is Free? Nothing is, "for free," although those interested in Skiatron, a pay-system-into-the-home, which Interests have arranged a June test of its subscriber-vision fee, TV system, in New York, and have asked for free pictures, having in mind the Santa Claus episode in respect to phonovision in Chicago, in 1951.

What would happen if exhibitors asked the distributors to give them free wide-screen pictures, or 3-D pictures to test out which process, among the many now discussed, is best for general use?

Would they get the free pictures? Why are the Interests of Skiatron more important than the old-time customers of the producers and distributors in getting free tests?

Many services in our Industry are free, as between the Traders, but unless it is a case of raising money for a service to our Country, or a philanthropy, no one expects to get, nor does anyone give, free pictures.

I have a letter from La Canada, California, from Bert Gage, brother-in-law of Roy Downey of the Beach Theatre, Toronto.

When I tell you, that Bert Gage was with, The Allens forty-one years ago, in Canada, you will realize my enjoyment at having received a letter from him.

Bert Gage tells me, that The Allens never built a theatre in Detroit, but if I remember correctly Jule Allen told me, that instead of building, The Allens leased a theatre.

Bert talks of many people whom we all know, some of whom have gone the way of all flesh, like, Sam Smith, Leon Schlesinger, have passed on, and some who are still going strong, as an example, Ken Leach, The Allens, etc.

You will love Bert's reference to Herb Allen, whom he thinks would have made a notable success in our business, had he been on his own.

Between you and me, those who know "our Herb" as an unique and distinctive individual, as a showman and good Trader, as a most generous and kindly personality, feel that "our Herb" enjoys all the success which he desires.

That you may enjoy this letter from Bert Gage, as much as I did, it is presented in the Ray Presents.

The program which was enclosed presents as its feature, Vera Gordon, The Mother of "Humoresque" in, The Greatest Love, a select picture which recalls Louis Selznick, father of David, Phil Kauffman, distributor for Louis Selznick, in Canada, and a "thriller," The Hallroom Boys, in High and Dry.

There was an overture, Caprice Italien, Tschaikowsky, played by Allen Premier Concert Orchestra. Phillip Spitalny, conducting.

There was Bruce Metcalfe at the console, and a new super-grand Kimball pipe organ.

The musical picture prologue was directed by Luigi Romanelli, general musical Director of the Allen Theatres. Dear Luigi of most pleasant memories.

I notice a name of a company, on the program, which I had forgotten, Kineto Company of America, Inc., and the program reads, presents, "Thrills," all that the name implies.

Loge seats announced as available, to be reserved one week in advance. Every Sunday from 12:30 to 1:00 p.m., there was an organ recital.

A special attraction, for the opening night, was an informal dancing program in the Rotunda, 11 to 12:00 p.m., with the Allen Premier Orchestra in attendance.

The theatre was under the personal supervision of O. D. Cloakey. Barret McCormick, formerly chief of Advertising and Publicity with RKO, followed Cloakey at this Allen Cleveland Theatre.

As I look back, I seem to remember, that Cloakey was a real showman, who liked to exploit pictures, and that he, also, "doubled in brass."

This Allen Cleveland Theatre was the house in which I presented atmospheric

(Continued on Page 3)

Allianta Films Ltd. Announces A
RAY LEWIS SALES DRIVE
Commences Monday May 25th
"FOR A HAPPY HOLIDAY TO RAY SIGN A CONTRACT A DAY"

THEATRES ACT, 1953 FOR ONTARIO, TO BE PROCLAIMED SHORTLY

Lowering of the minimum age at which Ontario children may attend movies to 14 from 16 at the request of women's organizations; transfer of Provincial authority to municipalities in the licensing field for some types of shows; recognition of limited exhibition through permits for single showings; creation of regulations that will take into account the changing character of theatres; these are some of the many matters which make the passing of *The Theatres Act*, 1953, by the *Ontario Legislature*, one of the most significant moves in the modern history of the motion picture.

The Theatres Act, 1953, which will be proclaimed soon and thus become law, replaces the present Act, which was last revised by the Legislature in 1911. The agency which governs its application is the *Motion Picture Censorship and Theatre Inspection Branch* of the *Provincial Treasury*. *O. J. Silverthorne* is Chairman of the Branch, senior officer of which is the *Hon. Leslie M. Frost, Q.C.*, Provincial Treasurer and Prime Minister of Ontario.

The Act, which bears on any phase or condition of motion picture exhibition, will become law at a time when the motion picture Industry is undergoing its widely-publicized revolution—the change to three dimension films, wide-screen presentation and whatever else may develop. It will also catch up with drive-in construction, acknowledge municipal authority over 16 mm. exhibition in halls, etc., and incorporate in it many things previously controlled by special regulations only.

During the 1952-53 fiscal year, which ended March 31 the Branch scrutinized 579 full-length motion pictures and numerous shorter films of various types from eleven countries besides Canada. This, a record number, seems to indicate that the threat of television to the motion picture Industry is over-rated. The Branch, incidentally, still asserts the right to examine all films for exhibition in Ontario, whether for television, halls or theatres, although it treats only theatre films in the ordinary course of its operation.

Of the 437 feature films from the United States, 373 were released in their entirety, 31 treated before being released, 27 classified as adult entertainment immediately and five after treatment. One feature film was the first in third dimension ever submitted. Films of British origin numbered 85, of which 63 were passed as submitted for general exhibition. Films of British and continental origin reached a record number during the year. A considerable number of 16 mm. films were also examined, with special scrutiny being applied by competent linguists because so many were in foreign tongues. The Board thinks this

(Continued on Page 5)

Dore Schary, MGM production chief, states Hollywood future with exhibitors until TV sponsors can spend one million dollars for a first-run. Re-issues to exhibitors more profitable than selling TV.

●

Leonard Goldenson, United Paramount Theatres President, suggests to Nicholas Schenck, Loew's President, that he lead a move to standardize size of screens and 3-D processes for the good of the Industry.

●

Rumor sets deal for Stanley Warner Corp., to take over Cinerama's theatre operations, leaving Louis B. Mayer, Board Chairman, and associates free to set Cinerama productions.

●

Betty Hutton goes to Desert Inn, Hollywood, for four-weeks' show, receiving $100,000, in July.

●

Neil Agnew, formerly with Paramount as distribution chief, later with David Selznick, joins Republic Pictures as special assistant to President Herbert J. Yates.

●

MGM's, Julius Caesar, opens June 3rd on two shows a day policy, Booth Theatre, New York, wide-screen, stereophonic sound.

●

RKO Theatres alert stock market with purchase of 150,000 of their own shares.

●

Canadian Cooperation Project gets green light from MPAA Board and extension for another year for travelogue plugs.

●

Steve Broidy, President Allied Artists, announces he is discussing talent loan deals with several majors and may use top names for coming Allied productions.

●

Limelight — Charles Chaplin, UA release, is champion at the box-office in Italy for the past 6 months. Altri Templi, Italian made, released by RKO, in second place, and Columbia's Trinidad in 3rd place.

●

Canadian Variety delegation, headed by Reuben Bolstad, at Variety Clubs Internationl meet in Mexico City.

●

Queen Elizabeth Coronation Special Digest Edition published May 30th.

MEDIATHÈQUE
Guy-L.-Coté
20 JUIL 2015

Ray Presents

OUR next Digest issue will be The Queen Elizabeth Coronation Special Digest, dated May 30th, but off the press earlier in the week. To my many friends who have helped to make this Special Issue possible, my sincere thanks.

Here is the letter from Herbert Gage (Bert). It reads like a Canadian page in our motion picture industry.

"I AM grateful to my brother-in-law, Roy Downey, (Beach Theatre), for a copy of The Digest of Jan. just sent to me now. Also a copy of the picture of four with Syd Taube and Ben Cronk. I have lived in South California for three years and did not know that any of the old Allen gang were around.

"Had lunch today with Mr. and Mrs. Taube and did we gossip. Oh boy! So am too grateful to you and Digest.

"From July, 1912, to August, 1921, I was with the Allens, supt. of construction of remodelling. Managed Sask. Theatre for two years (succeeded Leon Schlesinger as mgr. of Rex, Regina also purchasing agt. — Ben Witham succeeded me at that). Jack Watson, now the big theatre man in Regina, was hired by me as the first operator of the Rex.

"MY SECOND HOUSE was the large Allen Calgary (840 seats, not 600 as you say). It had an onyx front imported from Mexico. We operated with Meyer Cohen as mgr. and Esther (now Mrs. B. Cronk), as cashier. I visited here in 1952, and was glad to see the house in hands of able Mr. Ken Leach.

"Commenting on your write up of the Allen family— I never knew Herb Allen managed the Tivoli. Cronk was always on the job. I had always sincerely admired young Herb. He had what it takes. However, I must say frankly that Jule's and Jay's success was kind of a silver spoon to Herb. If he was forced to go out on his own, he would have climbed far up.

"YOU WILL enjoy this story—Allen's first house in Calgary was the Monarch. A Louis Stone was interested in it. He sometimes sold tickets in the cashier's booth. Pennies were larger pieces and 10c was charged. One time a teen aged kiddie handed in ten large heavy pennies. Stone handed out the ticket, and threw the pennies on the floor in disgust. This was in 1912 when you and I would work hard for and appreciate a dime.

"Romanelli (grand man) Ben Cronk and I opened most all of the Allen houses. We three and Oral Cloaky opened the Cleveland house. Am enclosing booklet I had printed. Before the house was opened we booked with Phil Spitalny and used his brother in the orchestra, twenty-seven pieces.

"AS TO YOUR COMMENT re Allen's Detroit theatre— well, it was never built. Jay put through a deal for a Woodward Ave. location at a cost of $400,000. It fell through.

"No Rex Theatre was ever built in Calgary.

"Sam Smith and I were friendly in Regina. When he went to England he always remembered to include Benson & Hedges cigs with each weekly film he sent. Ben Bloom hogged most of 'em.

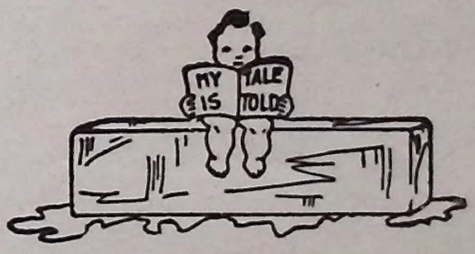
"MRS. Jay J. (Ray), I considered a gem. Her favors were heartfelt. Wish we had more like her.

"Barney to me was pinochle personified. He would pass up anything for a stiff game. In a very quiet way he helped me put over some good deals.

"I plan on being in Toronto next August. Expect to spend a few days visiting with the Downeys, whose daughter is a confined arthritic victim.

Good Luck,
Yours truly,
H. L. GAGE.

"I am now retired. Sold and installed theatre chairs from 1907 to 1950."



Looking Backward—To Look Forward

(Continued from Page 1)

prologues, my first was called, "Passion," and I doubled as a barefoot dancer. Despite the title I do not think it had any sex-appeal.

Sitting here, looking out of my window, across that endless expanse of seawater, the horizon wrapped in a fog, my memory carries me back to those days when I wrote, directed and acted in the prologue as mentioned, as well, as carried on with, The Canadian Moving Picture Digest.

When I think of myself as, "a barefoot dancer," and of the tights which I had made, flesh-colored, with digits, for toes to make it look as if I was in bare feet, it gives me a good laugh. A real Barnum stunt, fooling the customers, some of the time.

I had played several years previously, on the Orpheum, and Pantages circuit of theatres to the coast, and one of the numbers which I did, was "A Barefoot Dance," which idea was sensational at that time.

But I did not think it was proper to dance in my bare feet, so I had these special tights made, and critics and audience thought I was bare-legged.

The tights had to be washed after every performance, and it was necessary to have several pairs. They cost about $25.00 a pair, which was an expensive item in those days, and when I danced the soles of them into holes, the darning began to show.

This presented a problem, and cured me of my modesty, thereafter, I danced in my bare feet.

The stages in those days, many of them, were made of ordinary wood, and I picked up a few slivers, also, the trapeze acts had drilled a few holes in these stages, the magicians had cut traps, which if not properly closed, caused you to do a disappearing act, not on your schedule.

Thereafter, I carried a production with my Act, a Persian carpet, I had already split my soul, by actually dancing in my bare feet, and in dancing on those old wooden stages, I split the soles of my feet.

Time heals many things and wounds, and my soles healed, as well as my

Jack Arthur has been coaxing me to write my memoirs, which book I started a few years ago, but which is still unfinished. However, every so often you get a few bits and pieces as letters from old-timers come, or incidents happen to spur my memory.

Toronto and District

By BILL PRESS

WALTER H. MANLEY
Special Representative for Canada
for Republic Pictures

Kevin J. Fitzgibbons, a son of President J. J. Fitzgibbons of Famous Players, has become a partner in the firm of Cronyn, Pocock & Robinson at London, Ont., it was announced May 14.

Formerly associated with Famous Players Canadian Corp., Kevin Fitzgibbons was branch manager of Theatre Confections Limited at Vancouver and Toronto, and had been in charge of the chain's drive-in units in Western Canada. He was educated at De LaSalle Academy, Toronto, and the University of Ottawa.

Intimation has been made by the Provincial Theatres Inspection Branch that the Ontario Theatres Act 1953 has not been put into effect through formal proclamation because a further check is being made of the regulations under the new statute. Exhibitors have been warned that the provisions of the old act will be enforced until the new code is finally framed.

The Canadian deputation to the 17th convention of Variety Clubs International at Mexico City comprised a party of some 15 Barkers, including wives.

The official delegates of the Toronto Tent No. 28 were Chief Barker R. W. Bolstad and Assistant Chief Barker W. A. Summerville, Jr., the alternates being Clare J. Appel and Hye Bossin.

Others included J. J. Chisholm, who left Toronto well in advance because of his duties as International Press Guy, Barney Fox and Joe Bermack, while two Westerners arranged to make the trip, these being George Miles of Winnipeg and Ken Leach of Calgary.

H. Bernstein, Canadian representative of Boxoffice and a member of the Canadian Picture Pioneers will celebrate his 25th Wedding Anniversary on June the 3rd with his relatives at his home.

Announcement was made at the annual meeting of the Toronto branch, Children's Film Library Committee of Canada, that four regional units had been established in different sections of the city, the Beaches, Danforth, Runnymede and Weston.

The officers of the main branch include: Mrs. A. H. Seguin, chairman; Mrs. J. O. Davis, vice-chairman; Mrs. G. K. Langford, secretary, and Mrs. S. J. Kelner, treasurer.

For years, Shea's Theatre in Toronto has made a specialty of doormen with the first name of "Ted." First of all, there was the famous Ted Gee, now retired, who is a charter member of the Famous Players 25 Year Club. His continuing side-kick is Ted Smith who was joined by Ted Birchall. Therefore, it's always a Ted at Shea's entrance.

Something new was noted in the presentation of a 3-D picture at the Biltmore Theatre, Kingston, with the announcement by Manager Ernie Crawford that a five-cent service fee would be charged all patrons during the engagement to pay for the necessary glasses.

The Famous Players' Bloor Theatre, managed by Mike King, has been undergoing extensive alterations and improvements. Matinee performances were dropped to facilitate the work but shows were being opened at 5 p.m. until the job is completed.

JARO PLAYDATE DRIVE

At the end of the ninth week, Saint John Branch *J. Arthur Rank Film Distributors (Canada) Limited,* under the guidance of *Graydon Matthews,* still leads the *J. Arthur Rank Coronation Playdate Drive* closely followed by *Bob Johnson* in Montreal and *Jack Reid* in Vancouver.

It is a neck and neck race with only a few points difference between the first and third in the list and with only seven weeks to go, Saint John may have difficulty in maintaining first place. The prizes to be awarded are 1st: $500; 2nd: $300; 3rd: $200.

NEIL AGNEW TO REPUBLIC

Republic Pictures announces the appointment of *Neil Agnew* as special assistant to the company president, *Herbert J. Yates.*

Agnew is one of the best known executives among exhibitors in the industry. His long and distinguished career includes many years of association with *Paramount Pictures* and *Selznick Releasing Organization.*

He has already assumed his new post.

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Maritime News

HELEN CROWLEY

"House of Wax" began its engagement at Famous Players' 'Capitol' theatre, Saint John, N.B., Monday, May 18th. This is the second time for a Third Dimensional picture to play in Saint John —United Artists' "Bwana Devil" played the Odeon 'Kent' theatre last month.

RKO Distributing Corporation and the Capitol Theatre, Saint John were hosts on Sunday evening May 10th to friends in the film industry for the srreening of Hans Christian Andersen starring Danny Kaye.

Mr. R. S. Roddick, Famous Players' Maritime Supervisor is a visitor to Saint John this week. Mr. Roddick reports business good throughout the territory— pre-holiday midnight shows have been successful, and Famous Players' have found Children's morning shows well attended. These shows are conducted under the sponsorship of the Children's Film Library.

Famous Players' Moncton drive-in is reopening on the night of May 14th with Mr. Hilary Howes as manager of the theatre and Mr. T. M. Lynch as manager of the concession stand.

The 'Imperial' Theatre Moncton is closing its doors on May 22nd. This theatre is being dismantled and torn down, and the Metropolitan stores who own this property will build a large modern store on this lot. The 'Imperial' for many years was owned and operated by Mr. Jack Butler who is now retired and living in Toronto. It is rumored that Famous Players are contemplating purchase of a piece of property with the thought that they might erect another new theatre in Moncton.

Mr. Reg Pope, Summerside exhibitor was a visitor in Saint John this week.

Mr. Beemish who operates the Lewin Legge Canteen on St. Margaret's Bay road, now has a small Drive-in Theatre in conjunction with his Canteen and is running pictures.

17th Annual Convention Variety Clubs International — Mexico City

Variety Club members from Canada, England, Ireland, Japan and United States gathered with Mexico City members to make the 17th Annual Convention of Variety Clubs International one of the most successful ones to date.

The Convention sessions started on Monday, May 18th at the Convention headquarters, Hotel Del Prado, Mexico City's most fashionable hotel.

The Convention was opened officially on May 18th at the Palace of Fine Arts by the President of Mexico, Don Adolfo Ruiz-Cortines. The President of Mexico was presented with a gold membership card by the Chairman of the Convention Luis R. Montes.

On Monday afternoon the delegates and their wives were guests of Mexico's famous comedian, Cantinflas, who played host at a barbecue and bullfight.

On Tuesday after the business sessions were over Variety Club delegates were entertained by the Coca Cola Company followed by a Mexico night at the Palace of Fine Arts, where the delegates were presented with a souvenir brochure of Mexico as well as a sterling silver key chain.

On Wednesday the wives of the delegates were guests at the home of the well-known film star Dolores Del Rio, where the guest of honor was the wife of the President of Mexico.

On Thursday a final banquet took place at the Hai-Alai Courts of University City where the honored guests were the President of Mexico and his wife, as well as members of his cabinet and representatives of the entire foreign diplomatic corp stationed in Mexico City. At this dinner the Annual Humanitarian Award winner was named — Selman A. Waksman, professor of Microbiology, Rutger University—the winner for 1952-53.

MUSICAL SOCIETY MEET

The executive of the Musical Protective Society of Canada held a dinner meeting May 13 at the King Edward Hotel, Toronto. The 1952-53 officers are Martin Maxwell, president; Arch H. Jolley, vice-president, and Donald W. M. Cooper, secretary-treasurer.

Theatres Act

(Continued from Page 2)

important, since it bears on the assimilation of newcomers to our country.

The Board is gratified in the improvement in United States and British films. Gangsterism, violence, sex, intoxication and other disturbing elements were very definitely reduced and, although 202 eliminations were made in 67 feature films, no single film was rejected in its entirety, nor was it necessary to delay a decision on one. The number of films classified as "adult" was 54, most of these being of continental origin.

The system of classification as a guide to parents is working well. Advertising is also inspected for suitability, with 429 rejected of the 35,687 pieces submitted.

Ontario had 564 theatres in operation during the 1952-53 fiscal year, a slight increase, and their seating capacity was 348,011. Drive-ins accommodated 27,116, also an increase.

Other than theatre licences were issued for 235 exhibitions of miscellaneous character and 124 for travelling shows. There was 1,025 projetionists' licences issued, of which 18 were suspended temporarily for infractions of the regulations.

Again no loss or serious injury to a patron or theatre employee is reported —a record maintained for years. This is due to the character of theatre safety regulations, their enforcement by inspectors of the Branch and the vigilance and cooperation of municipal authorities and theatre managers.

YOUNG BESS

"Young Bess," *M-G-M* picture which brings to life the great drama of the first Elizabethan age, will have a two-continent premiere just prior to the coronation of England's second *Queen Elizabeth* on June 2, as well as being released nationally, day & date across Canada in a number of key spots.

The *Technicolor* picture, starring *Jean Simmons* as the first Queen Elizabeth, *Stewart Granger* as Thomas Seymour, *Deborah Kerr* as Catherine Parr and *Charles Laughton* as King Henry VIII, will open at *Radio City Music Hall* on May 21. It will open the following day at the *Empire Theatre*, London.

Paramount to Hold Canadian Sales Meet

The Annual Sales Meeting of *Paramount Film Service Ltd.*, will be held Thursday, Friday and Saturday, May 21-23, at the King Edward Hotel, Toronto, it has been announced by *Gordon Lightstone*, Canadian General Manager.

The meeting will be attended by the Canadian Branch Managers, the Booker Salesmen and two representatives from the New York Home Office — *E. K. (Ted) O'Shea*, Distribution Vice-President, and *Oscar Morgan*, Short Subjects Sales Manager.

Important forthcoming *Paramount* product and the nature and extent of promotion planned for these releases will provide a central theme for the Annual Meeting.

Those attending the three day session, presided over by Gordon Lightstone are: NEW YORK, E. O'Shea, Oscar Morgan; HOME OFFICE, Gordon Lightstone, Win Barron, W. J. O'Neill; TORONTO, R. Simpson, A. Iscove, Ted Huber; ST. JOHN, P. J. Hogan, R. Thorne; MONTREAL, T. Dowbiggin, R. Goudreau, W. Young; WINNIPEG, S. Gunn, R. Lightstone, N. Simpson, A. Glass; CALGARY, W. Kelly, J. Rea, W. L. Gibson and VANCOUVER, R. Murphy, M. Stevenson.

VARIETY CLUBS INTERNATIONAL ANNUAL CONVENTION got under way Monday, May 18th in Mexico City. Advance preparations were helped along by International Press Guy, Jack Chisholm, seen below, on the left, conferring with Convention Chairman Luis R. Montes (centre) and his aide, Dick Dickson (right) in Mexico City's Variety Club's headquarters.

WHILE VISITING WINNIPEG, Bob Hope was made an Honorary Member of the Provost Corps in keeping with his role in "Off Limits." Seen in the picture, left to right, are: Don Carlos, Winnipeg impressario; Betsy Duncan, a Paramount starlet; Bob Hope and Syl Gunn, Paramount branch manager in Winnipeg.

Gun-Hot Action and Fire-Hot Romance is what you get when you get

THE VANQUISHED

– from Paramount

COLOR BY TECHNICOLOR

Starring

JOHN PAYNE · JAN STERLING · COLEEN GRAY · LYLE BETTGER

with WILLARD PARKER · Directed by EDWARD LUDWIG · Written for the Screen by WINSTON MILLER, FRANK L. MOSS and LEWIS R. FOSTER · Based on a novel by Karl Brown · Produced by William H. Pine and William C. Thomas

CAPITAL STORY

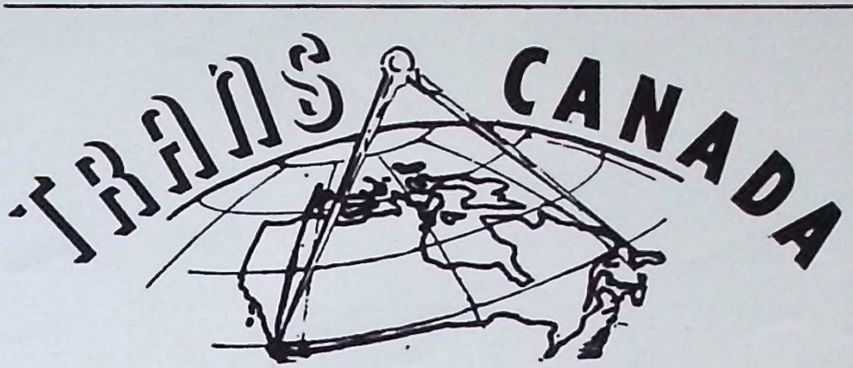
By BILL McLAUGHLIN

Don Cornell, popular recording artist who recently was placed under contract to a major Hollywood studio, headlined the vaudeville bill last week at the Glebe Theatre. Three supporting acts, an orchestra, and My Favorite Spy on the screen completed the excellent bill which drew near capacity throughout the week, especially during the final two days when the matinee prices were lowered to 35 and 50 cents until 7 p.m. because of the holiday week-end.

Morris Berlin celebrated the 15th anniversary of the Somerset Theatre with co-operative pages in the Citizen and Evening Journal on Wednesday, May 13. Closed to the public for three days for a complete renovation and the installation of new-style orchestra seats, the Somerset reopened on Saturday, May 16, with the dual bill of Road to Bali and The Merry Widow to turnaway business at all performances throughout the day.

Victoria Day was ushered in along traditional lines, with midnight shows at most of the first-run theatres, the neighborhood houses and the drive-in spots. The owl shows included previews of coming product, stage attractions and regular shows, with fireworks displays a feature of the drive-in theatres' pre-holiday performances.

Ottawa movie fans were treated to a splurge of revivals during the past week. Greta Garbo and Robert Taylor played the Little Elgin in Camille. Cecil B. DeMille's Cleopatra showed day and date for a week at the Rideau and Imperial Theatres.



Use This Information As Your Guide on Release Dates

TORONTO

IMPERIAL
Off Limits (Para.) with Bob Hope.
LOEW'S
Small Town Girl (MGM) Technicolor with Jane Powell.
UPTOWN
It Happens Every Thursday (E-U) with Loretta Young.
SHEA'S
Third Week. House of Wax (WB) WarnerColor 3-D with Vincent Price.
EGLINTON
The Member of the Wedding (Col.) with Julie Harris.
UNIVERSITY
The Member of the Wedding (Col.) with Julie Harris.
NORTOWN
Second Week. Call Me Madam (20th-Fox) Technicolor with Ethel Merman.
ODEON-CARLTON
Third Week. Moulin Rouge (UA) Technicolor with Jose Ferrer.
HYLAND
Tight Little Island (JARO) and the Browning Version (JARO).
TOWNE CINEMA
Third Week. Ninotchka (MGM) with Greta Garbo.

MONTREAL

CAPITOL
The Stooge (Para.) with Dean Martin and Jerry Lewis.
LOEW'S
The Stars Are Singing (Para.) Technicolor with Rosemary Clooney.
PALACE
Never Wave at a Wac (RKO) with Rosalind Russell.
SNOWDON-OUTREMONT
Breaking the Sound Barrier (IFD) with Ann Todd.
PRINCESS
Third Week. House of Wax (WB) WarnerColor 3-D with Vincent Price.
ORPHEUM
The Magnetic Monster (UA) and The Bushwhackers (Alliance).
IMPERIAL
Last of the Comanches (Col.) Technicolor with Broderick Crawford.
AVENUE
Breaking the Sound Barrier (IFD) with Ann Todd.
KENT
The Importance of Being Earnest (JARO) Technicolor with Michael Redgrave.

SAINT JOHN

CAPITOL
House of Wax (WB) WarnerColor 3-D with Vincent Price.
PARAMOUNT
Off Limits (Para.) with Bob Hope.
STRAND
Fair Wind to Java (Rep.) Color with Vera Ralston.

WINNIPEG

CAPITOL
The Stars Are Singing (Para.) Technicolor with Rosemary Clooney.
ODEON
Moulin Rouge (UA) Technicolor with Jose Ferrer.
GAIETY
Second Week. Off Limits (Para.) with Bob Hope.
VALOUR
Second Week. The Grand Concert (Astral) Color.
LYCEUM
Tropic Zone (Para.) Technicolor with Ronald Reagan.
DOMINION
The River (UA) Technicolor and Yankee Buccaneer (E-U) Technicolor.
GRAND
Fort Apache (RKO) with John Wayne.
MET
The Clown (MGM) with Red Skelton.
GARRICK
Seminole (Col.) Technicolor with Rock Hudson.
RIALTO
Lost In Alaska (E-U) with Abbott and Costello.

CALGARY

CAPITOL
The Stars Are Singing (Para.) Technicolor with Rosemary Clooney.
PALACE
Battle Circus (MGM) with Humphrey Bogart.
GRAND
Destination Gobi (20th-Fox) Technicolor with Richard Widmark.
UPTOWN
It Happens Every Thursday (E-U) with Loretta Young.
STRAND
The Hitch-Hiker (RKO) and Allegheny Uprising (RKO).

VANCOUVER

VOGUE
Moulin Rouge (UA) Technicolor with Jose Ferrer.
CAPITOL
The Stars Are Singing (Para.) Technicolor with Rosemary Clooney.
STRAND
Confidentially Connie (MGM) with Van Johnson.
ORPHEUM
Trouble Along the Way (WB) with John Wayne.
CINEMA
Fort Apache (RKO) and Blood On The Moon (RKO).
STUDIO
The Passionate Sentry (IFD) with George Cole.
PLAZA
Destination Gobi (20th-Fox) Technicolor with Richard Widmark.

THIEF OF VENICE

Less than one month remains for exhibitors to enter the showmanship contest sponsored by *20th Century-Fox* for "The Thief of Venice."

Deadline date for exhibitors playing the film starring *Maria Montez* is June 1, and campaigns must be postmarked on or before midnight July 5.

The showman organizing the energetic and productive campaign will win a free-air round-trip via LAI (Italian Air Lines) 10-day, all expense vacation for two at Venice, Italy, site of the picture's location filming.

Consideration will be given to the nature of the film's run, the class of the house, its location, and business produced. Campaigns should be sent to: "The Thief of Venice," Showmanship Contest Committee, 444 West 56th Street, New York, N.Y.

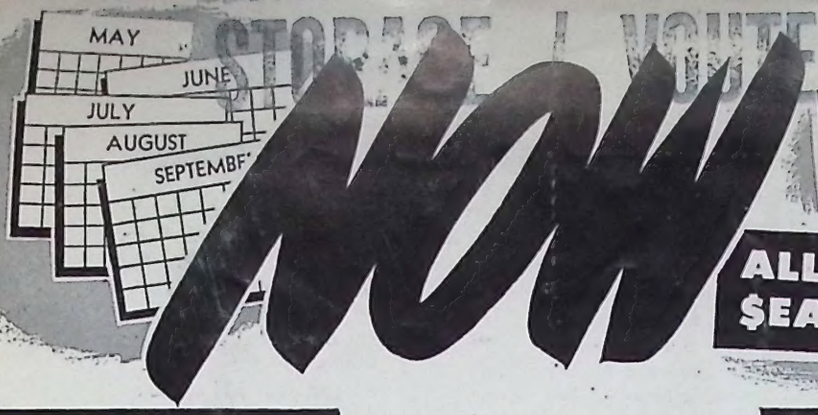
MONTREAL PIONEERS TO MEET

Montreal branch of the *Canadian Picture Pioneers* will hold its 5th Annual Meeting, Mount Royal Hotel, Wednesday, June the 10th.

Business meeting will take place at 4 P.M., cocktails at 5:30 P.M., dinner and show from 7 P.M.

The membership at present stands at 171. The expectations are that the Montreal group will reach the 185 mark at the time of their Annual Meeting.

Committee members in charge of the Annual Meeting: Tickets—*W. Mannard* and *A. Quintal*, Dinner & Refreshments —*Phil Maurice*, Entertainment — *John Ganetakos* and *Phil Maurice*, Prizes — *Oscar Richards*, Publicity—*Allan Spencer* and *Tommy Cleary*, Liaison—*Wm. Trow* and *E. Schrider*.



NOW

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ALL BACKED UP WITH "OFF BEAT" $EAT $ELLING CAMPAIGN ANGLE$

1 CLAUDETTE COLBERT
MICHELLE MORGAN
GINA LOLLOBRIGIDA
(Errol Flynn's Leading Lady)
WOMEN OF DESTINY

2 CHARLES BOYER
DANIELLE DARRIEUX
VITTORIO DE SICA
MADAME DE
Directed by Max Ophuls of "La Ronde"
French with English Titles

3 PAULETTE GODDARD
SINS OF JEZEBEL
A biblical spectacle
— Cast of thousands IN COLOR

CLAIRE BLOOM ALASTAIR SIM
CLAUDE DAUPHIN RONALD SHINER
MARGARET RUTHERFORD
4 INNOCENTS IN PARIS
with The Band of the Royal Marines
and The Can-Can Dancers from the
Moulin Rouge, Paris

5 SINS OF POMPEII
MICHELINE PRESLE
Cast of 1,000's in this
English Language Spectacle

6 BARBARA PAYTON
TOM NEAL
WILLARD PARKER
THE GREAT JESSE JAMES RAID
IN COLOR

7 WOMEN OF TWILIGHT
The Story of Unwed Mothers
— first of its kind!
with LOIS MAXWELL
FREDA JACKSON

THE SEVEN DEADLY SINS
French with English Titles
8 14 STARS
7 DIRECTORS
An all-time record breaker!

9 NIGHT BEAUTIES
Royal Performance Film
GERARD PHILIPE
MARTINE CAROL
GINA LOLLOBRIGIDA
French with English Titles

10 BARBARA PAYTON
BAD BLONDE
Made of fire & ice and
everything dangerous!
with TONY WRIGHT

11 FRANCAISE ROSAY
SIMONE SIGNORET
(Star of De De)
BACK STREETS OF PARIS
French with English Titles

Thrillingly Different!
12 ANNA MAGNANI
THE LAST CARRIAGE
with ALDO FABRIZI
Italian with English Titles

13 DENNIS PRICE
ANNE VERNON
(Glenn Ford's Leading Lady)
MISCHA AUER
BACHELOR IN PARIS

14 A feature-length
Cartoon
JOHNNY Technicolor
THE GIANT KILLER

15 GINA LOLLOBRIGIDA
(Errol Fylnn's Leading Lady)
NADIA GRAY
(Star of Top Secret)
WIFE FOR A NIGHT
English Language Hit

16 JAMES KENNEY
JOAN COLLINS
BLACKJACK
HOODLUMS

17 JON HALL
WHITE GODDESS
— forbidden treasures
in the heart of Africa

18 Saucy story and naughty songs
MAURICE CHEVALIER
A ROYAL AFFAIR
French with English Titles

Super-women who kissed and killed!
19 On the mesa of
LOST WOMEN
RICHARD TRAUIS
and the Tarantula Girl
TANDRA QUINN

20 MICHELLE MORGAN
JEAN GABIN
THE MINUTE OF TRUTH
French with English Titles

AND 2 ALL-NEW WONDER FEATURETTES IN 3-DIMENSION!

The smallest theatre in the smallest town can now play 3-D

Requires no change in standard projection or screen equipment

Play 3-Dimension at regular prices on a Cardinal program.

A laugh packed action novelty.

"A DAY IN THE COUNTRY"

BOTH IN NATURAL COLOR!

"CAMPUS CAPERS"

Hilarious novelty of the sensational campus panty raids.

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★★★★★ MORE PROFIT$ WITH THE$E BIG HIT$!

HELLO ELEPHANT — Sabu - Vittorio De Sica
GREAT WHITE HUNTER — story by Ernest Hemingway — Gregory Peck
CAPTAIN KIDD — Randolph Scott — Charles Laughton
RETURN OF GILBERT & SULLIVAN — color featurette
MODELS INC. — Howard Duff - Colleen Gray
OUTLAW WOMEN (in color) — Marie Windsor - Richard Rober
GAMBLER AND THE LADY — Dane Clark
SCOTLAND YARD INSPECTOR — Caesar Romero - Lois Maxwell
WINGS OF DANGER — Zachary Scott
STRONGHOLD — Veronica Lake - Zachary Scott
TOMORROW IS TOO LATE — Pier Angeli - Vittorio De Sica
MIRACLE IN MILAN — DeSica's Comedy
MR. WALKIE-TALKIE — Joe Sawyer & Wm. Tracy
NEVER TAKE NO FOR AN ANSWER — Great Human Comedy
MAN OF EVIL — Stewart Granger - James Mason - Phyllis Calvert
MANON — All-time record-breaking French picture
PERILS OF THE JUNGLE — Clyde Beatty
FATHER'S HILARIOUS ADVENTURE — Aldo Fabrizi

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